
New Hampshire

*Department of Agriculture,
Markets & Food*

Immediate Release

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New Internet Search Option helps Consumers Find NH Farms

A new search tool on the State of New Hampshire tourism website, www.visitnh.gov includes New Hampshire farms and farmers' markets! As part of a formal partnership between NH Division of Travel & Tourism Development and NH Dept. of Agriculture, Markets & Food, funding from a US Dept of Agriculture grant helped pay for the development of this new search tool.

The partnership designed a Buy Local NH Agriculture campaign to identify and promote the purchase of local New Hampshire products through all possible outlets, on and off the farm, and the internet. The campaign is using multi-media advertising that ties into existing tourism marketing channels. The new internet search tool is a component of the overall Buy Local NH Agriculture campaign.

Users can choose from an alphabetical menu of search options from antiques to yoga. Agricultural options are agricultural fairs, farm stands, farms and orchards, farmers' markets, harvest-your-own and livestock. The search can be sorted by travel distance, city/town or zip code and can be accessed through a link at NH Dept. of Agriculture, Markets & Food website, www.agriculture.nh.gov or at <http://www.visitnh.gov/what-to-do>.

The initial listings came from directories produced by the NH Dept. of Agriculture, Markets & Food. If a NH agricultural business is not currently included, but would like to be, please contact Gail McWilliam Jellie at gmcwilliam@agr.state.nh.us or call 271-3788.